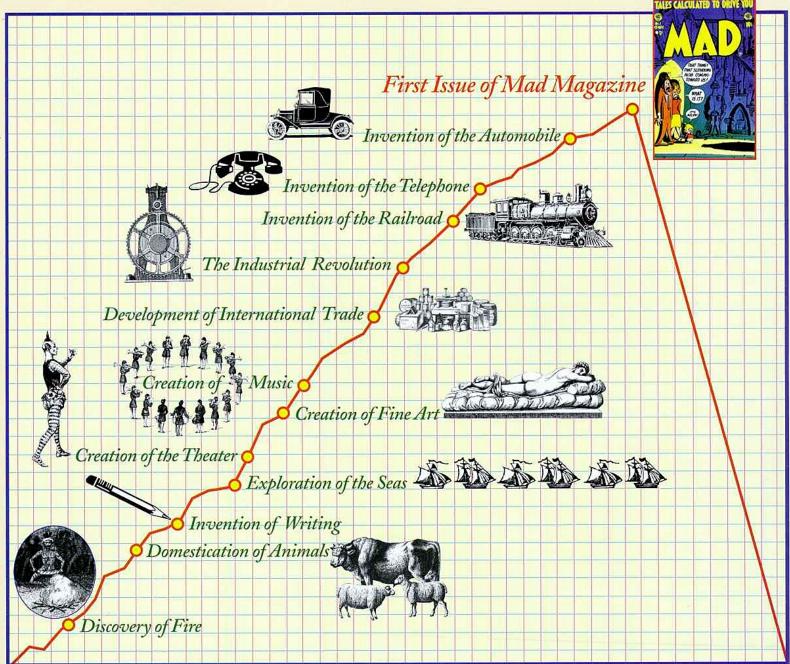


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**FEBRUARY** 1998

NUMBER

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1-900-BAD-PIKZ WRITER: JOHN CALDWELL



#### THE FLAWS OF PHYSICS

In "Dreaded Medical Conditions of Our Times" (MAD #360) it said: "Until recently, the only thing you had to worry about while waiting at a red light was whether the moron behind you would stop before smashing your car and sending you through the windshield." Has MAD decided to completely ignore Newton's Laws? You'd be sent through the windshield if you had a head-on collision, not a collision from the back.

Ron Barak Haifa, Israel

Ronnie - Your letter prompted us to recreate the car crash on which the cartoon was based. We contacted longtime MAD artist and writer John Caldwell (who was rumored to have worked his way through college as a crash test dummy) to conduct the reenactment. Caldwell's report is as follows: "Huh, what? I think my head is bleeding, stop the bleeding man, stop it. Hey, is that a piece of my brain on the radio?" Based on Caldwell's disturbing report we'd like to remind our readers to buckle up for safety! -Ed.



A reader from Schenectady, NY who chose to remain anonymous (Read: Too dumb to include his name!) sent in this photo of himself with the National Hockey League's coveted trophy, the Stanley Cup, in hopes of winning a free MAD subscription. Sorry hockey puck, not a chancel P.S. We're betting the farm those aren't his real teeth! P.P.S. If there is a God, this guy'll get mowed down by the Zambonil



I am upset! I just read your Spice Girls issue (MAD #363) and I can't believe your opinions of them! You said that not one of them can sing or dance. WRONG! They are all multi-talented and beautiful. There is nothing wrong with them. So they like to have fun, BIG DEAL!

Chris Hayner Stockton, CA

Chrissy - They like to have fun? Ok, so why don't you invite the Spicettes over to your house out in Stockton? Ooo yeah, we can see how fun that night would be! While one of them bores the crap out of you with her opinions of Bill Clinton, another could be pinching your father's buttocks, while the other three take turns urinating on your mother's house plants. Ooo yeah, sounds fun! Quite frankly, we'd rather spend an evening with longtime MAD artist and writer John Caldwell, after the crash. Zigazig fa fa fa! -Ed.



#### ALFRED E-MAIL

The adjustable wood clamp is a versatile tool used primarily in furniture construction. The two jaws can be adjusted to a variety of angles that are useful in holding various parts of furniture frames together while the glued joints are drying...in case you were wondering.

PoetsAssn@aol.com

Poets - What the hell are you talking about? By any chance were you a crash test dummy with longtime MAD artist and writer John Caldwell? -Ed.

#### ATTENTION SUBSCRIBERS!

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#### THE HEIGHT REPORT

In the ad for the "Ab-Terrorizer" (back cover MAD #362) you forgot to mention that those seven reps can reduce your height by inches! At first, the two individuals in the ad's photos look approximately the same height - but if one looks closely, they will see that the person in the "before" picture is hunched over, while the person in the "after" picture is standing straight. To increase the illusion of sameness, someone combed the fellow's hair up into a spikey 'do for the "after" shot, adding maybe half an inch to his height. It looks like someone is covering up the undesirable side-effects of vertical shrinkage caused by this product.

Joe Wilson Flagstaff, AZ

"Vertical shrinkage"? Good catch Joey-Joe, but you missed the digitally enhanced Speedo! -Ed.

#### MAD MUMBLINGS @aol.com

Every now and then I have this urae to read your magazine. But I usually go and eat an apple instead. - NutForever...Do you know where I can get cheap, wholesale zarfs? - AC WOLF...Don't you hate it when you run out of clean socks? -BColeman4...Why couldn't I have subscribed to a NORMAL magazine? -RubinBRLA...I have a secret army of potatoes ready to strike at any moment AAZweird...This magazine is the bomb! Paco17033...Did Noah have litter boxes on the ark, or did he just send all the animals to the poop deck? — KngUvHarts.



#### THE DEFAZIO FAMILY GOES MAD

Our whole family reads MAD. We keep it in the bathroom. What does that tell you?

Marion DeFazio Justus, PA

Maid Marion - It tells us that the DeFazio family should be very careful when moistening their fingers to turn the pages! -Ed.

SPECIAL #127 ON SALE FEBRUARY 17!

FAX MADAT (212) 506-4848! SEND ALFRED E-MAIL VIA AMERICA ONLINE! KEYWORD: MAD WEB SITE! http://www.dc comics.com/mad/

#### MAD CELEBRITY SNAPS



When my parents cut off my subscription I needed a plan to get MAD free again, so I went and saw Jenny McCarthy. Eventually I forgot about it and started buying MAD again. But now I'm going to get a free subscription. By the way, they cut me off because my grades sank drastically.

Robert Hocker South Bend, IN

Note to readers: Don't you wish you were a fly on the wall to hear the scintillating conversation between Jenny and this intellectual powerhouse? Since Jenny is not holding the issue, we're sending Robbie a one-year subscription and to Jenny we send our deepest condolences! (Ditto Robbie's parents!)

#### HOW TO REACH US

Please Address Correspondence To: MAD, Dept. 366, 1700 Broadway, New York, New York 10019. MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope!

#### CATCHING A CODE

What the heck does SNIH ORP QV mean? This phrase was in Spy Vs. Spy from issue #363. It was in Morse Code and when decoded it read SNIH ORP QV. Was it supposed to say that or was it just another screw up by Godfrey?

Travis Colby Nashville, TN



#### "THE CHELSEA E-MAILS"

In "The Chelsea E-Mails" (MAD #362) why did you draw Bill Clinton's nose so big? Is it really like that?

James Wyles West Monroe, LA

Jimmy — That drawing was based on eyewitness accounts from sworn testimony given by Paula Jones. Oops! Wait a minute...Oh never mind! —Ed.

Your Chelsea E-Mail story (MAD #362) was a really cheap shot. Exactly what did Chelsea Clinton do to deserve such a low blow? I'll tell you: nothing! So she is starting college? So what? She's just trying to live as normal a life as possible (being the President's daughter). Now don't get me wrong. I'm not exactly a fan of the Clinton administration. I thought your "Clinton Bashing" issue (#361) was great. But making fun of an innocent bystander is going too far. I don't remember you guys making O.J.'s kids the butt of your jokes. The Clinton crew has given us tons of material to work with. Leave the kid out of it.

William Rickman Northridge, CA

Billy-boy — To the best of our recollection we didn't take shots at Chelsea and we won't do it again. There is no controlling authority and we broke no laws. It was a simple mix-up and we will be happy to answer any questions the Attorney General may have. —Ed.





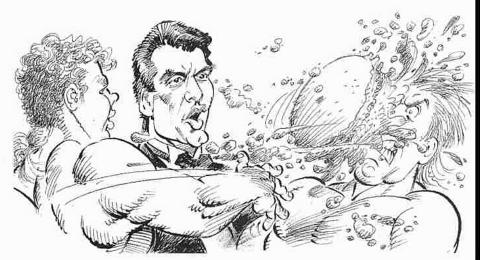
They are the men of the squared circle — this era's modern gladiators. Each night they prepare for war, ready to engage in a titanic struggle of good versus evil! No move is too vicious, no tactic too unscrupulous! If only the whole thing wasn't a giant, pre-rehearsed, bogus, phony FAKE! Anyway, here's MAD's look at...

# PROMISSILLS BY THE NUMBERS

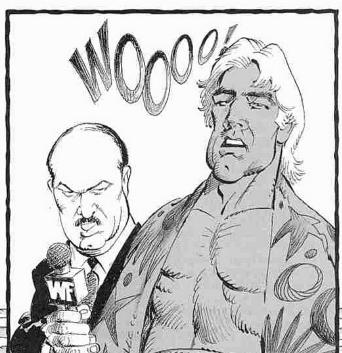
ARTIST: MORT DRUCKER WRITER: DESMOND DEVLIN



SECOND -biggest breasts in wrestling: Sunny



Number of white-frosted birthday cakes shown on TV, in all the history of pro wrestling, that ever ended up being eaten and enjoyed by their intended parties:

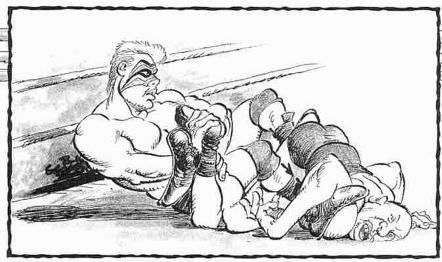


Number of times Ric Flair has said the word "Woooo!" in interviews:

#### 43,877

Number of times Ric Flair has said the word "Bosnia-Herzegovina":





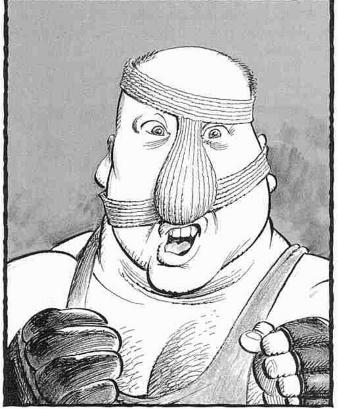
The number of genuine NCAA college wrestling championships won with the following holds:

Full Nelson: 14
The Heart Punch: 0
The Big Leg: 0

The Scorpion Deathlock: []



How long it would take Ahmed Johnson to coherently pronounce this 14-word sentence: weeks

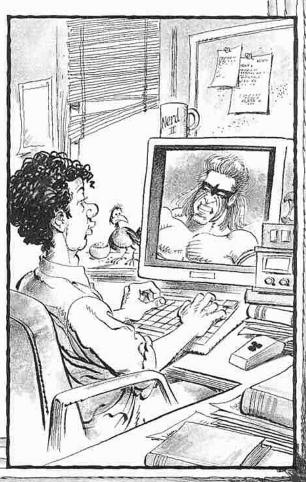


The number of times Vader has accidentally mixed up his leather face mask with his jock strap: 4

How many times the Ultimate Warrior has died so far, according to gibbering rumormeisters on the Internet:

237... 238...

wait...



#### PRO WRESTLING

BY THE NUMBERS



Highest wrestling salary: Hulk Hogan,

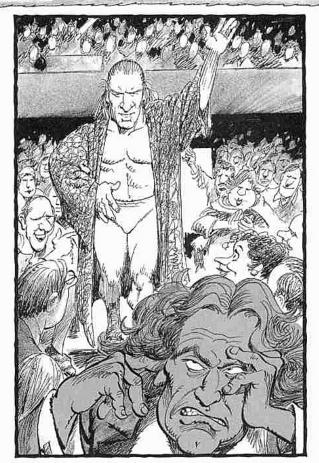
11

Bret Hart,

2;

The guy who manufactures breakable tables & chairs,





How many symphonies Ludwig van Beethoven would have written, if he had known that his 9th Symphony would be used to introduce Hunter Hearst Helmsley:



The number of times WCW security has actually made things more secure:



The number of times Gorilla Monsoon will see Halley's Comet (est.):

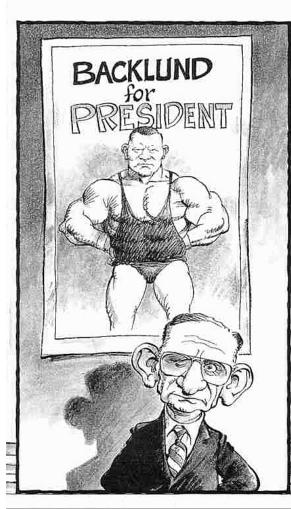


The number of opponents destroyed by Hulk Hogan in his career: 132

The number of film investors destroyed by Hulk Hogan with No Holds Barred, Suburban Commando, Santa with Muscles, and Mr. Nanny:



The percentage of people waving signs on Monday Night Nitro who own a spell-check: 14%



How many states gave a plurality of votes to Mister Bob Backlund in the 1996 Presidential election:

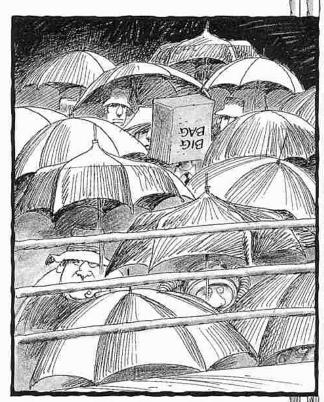
0

How many states gave a plurality to H. Ross Perot:

0

How much more money it cost Perot to accomplish exactly as much as Backlund:

\$23,765,950



How many different types of fluids you can expect to be splattered with, if you have front-row seats at an ECW show:

## MONROE &

Will Cupid's arrow of love pierce our hero Monroe's heart, or will it just puncture his pancreas?







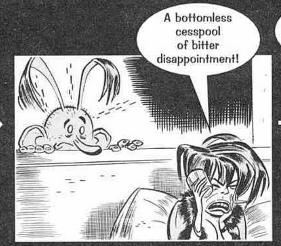
For chrissake!

Don't tell me you

knocked some















### VALENTINE'S DAY



Oh, Jolynda, You're so cool, You make me drool, I think maybe...I...um... I think...



Mom, Shhh! You can I ask you know the rule when a question? The Wheel is on!

...it's the little things. Like when she Whu--? swabs out yer bedpan or lances a juicy boil.

I get picture, grampa.





Grab bag?!? But...I thought we would...individual cards...I mean.

Quit your blabbing! Individuality comes on your own time! While you're in my class it goes IN THE BAG!



OK now! it's time to pick your

card! Hurry up, Dylan!

Get this: I'm his "sweet little ho-ho"! Ecch! Hey, Monroe, get over here! Now!





#### ATTENTION SUPER BOWL BETTORS

#### CALL TANK "MR. POINT SPREAD" BUFFNEY'S 1-900-BAD-PIKZ

#### THE ONLY FOOTBALL HANDICAPPING **SERVICE THAT GUARANTEES A PROFIT!**

When callers like you are shelling out \$7.99 per minute for Tank Buffney's "inside information," good of Tank's guaranteed to make a profit! In fact, Tank makes so much money, he uses \$100 bills to light the charcoal briquettes every year at his Super Bowl barbecue!

#### **6 Great Reasons To Call** Tank "Mr. Point Spread" Buffney's I-900-BAD-PIKZ:

#### TANK HAS VALUABLE EXPERIENCE

Besides 1-900-BAD-PIKZ, Tank "Mr. Point Spread" Buffney also operates Tank "The Mystic Man" Buffney's Psychic Hotline, Tank "Buns O'Steel" Buffney's Ab Exerciser mail-order warehouse and Tank "The Market Wiz" Buffney's Heating Oil Futures Investment Plan! All of Tank's services are aimed directly at the same kind of self-motivated "entrepreneurs" who are at this moment climbing over each other to call...1-900-BAD-PIKZ!

#### THE BOOKIES HATE TANK'S GUTS

And who can blame them? After all, they can do time in the slammer for accepting your bets, while he remains borderline legal by giving you betting advice that's for "amusement purposes only." Hey, what you do with it is your own business! So to "amuse" yourself, pick up the phone and call...1-900-BAD-PIKZ!

#### TANK HAS THE INSIDE SCOOP

One of his ex-clients is a busboy at a sports bar that's a mere 112 miles from the Dallas Cowboys' Winter Training Facility! Tank's

sister knows someone who dated Brett Favre's cousin! And Tank himself has a signed picture of Keith Olbermann! (Photo not authenticated.) It's contacts like these that make Tank who he is today! Call him now at ... 1-900-BAD-PIKZ!

#### TROY AIKMAN! DAN MARINO! STEVE YOUNG!

These are just a few of the NFL superstars Tank is trying to convince to throw games for him! Of course, he'd have a lot more money to bribe them with if only you'd call...1-900-BAD-PIKZ!

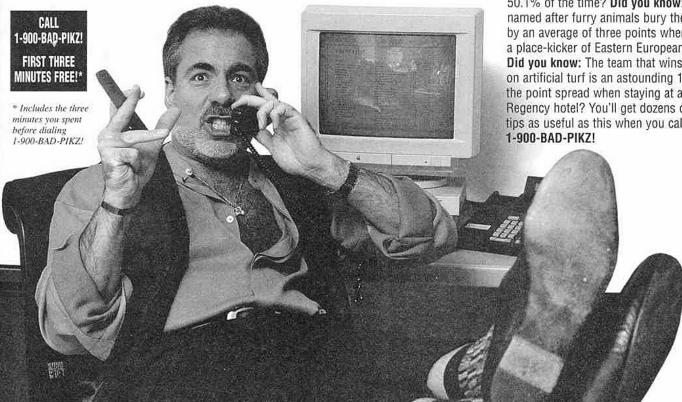
#### NOBODY BEATS TANK'S RECORD

Tank is an amazing 47-4 against the spread in picking Super Bowls — an incredible number when you consider only 31 Super Bowls have been played! And speaking of numbers, isn't it time you called Tank at...1-900-BAD-PIKZ!

#### EXCLUSIVE WAGERING INFORMATION YOU WON'T FIND ANYWHERE ELSE

Did you know: Teams boasting a majority of their drug convictions on the defensive side of the ball beat the spread an astounding

> 50.1% of the time? Did you know: Teams named after furry animals bury the opposition by an average of three points when featuring a place-kicker of Eastern European descent? Did you know: The team that wins the coin toss on artificial turf is an astounding 11-2 against the point spread when staying at a Hyatt Regency hotel? You'll get dozens of other tips as useful as this when you call ...

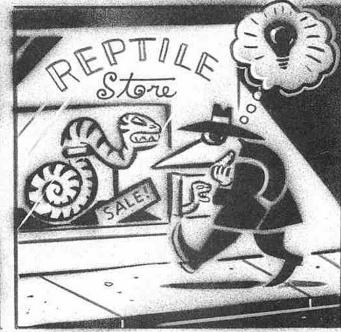


Millions of dollars will be made on the Super Bowl this year. Call Tank "Mr. Point Spread" Buffney NOW to make sure he gets his piece of the pie!

A MAD AD







# SOPEN SOP























#### ANIMAL RITES DEPT.

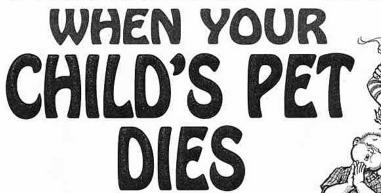
Here's a quick primer on life:

You're born, you grow up, you get married, you have a kid, the kid nags you to buy him a pet, you buy the pet, you bethe the pet, you walk the pet, you bathe the pet, the pet grows old, the pet dies, and you get to experience the "joy" of comforting your child when his beloved Sparky goes to that great doghouse in the sky.

But at least when that day comes, you'll be prepared because you know all the...

Run over by a car? Really? Where?

#### APPROACHES TO AVOID



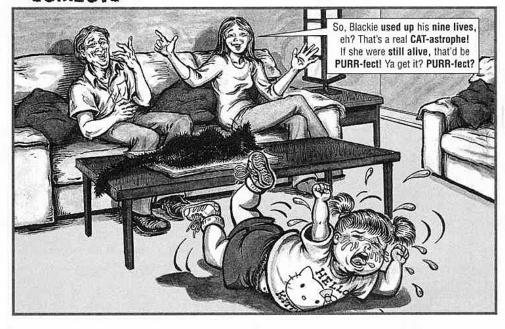


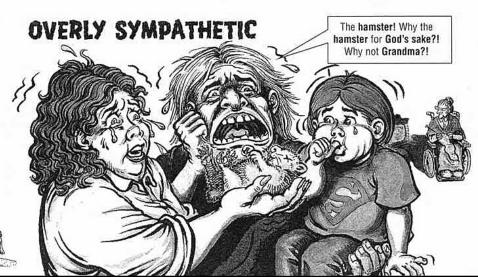
#### TECHNICAL

On a county road or the interstate?
Near an exit or at the median?

ARTIST: LESLIE STERNBERGH WRITER: JEFF KRUSE

#### COMEDIC



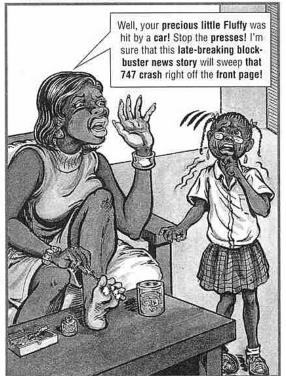


#### NOT PAYING ATTENTION



# NOSTALGIC Wow, it's just like John Lennon sang in I Am The Walrus — "Yellow matter custard dripping from a dead dog's eye."

#### SARCASTIC



#### DR. SEUSS-LIKE





#### RELIGIOUS



#### Well, golly, that's just not too fun! But you know **ULTRA-PERKY** what? I bet if you put a great big smile on your face, sing a happy tune and put your chin up, things will be lookin' up in no time!

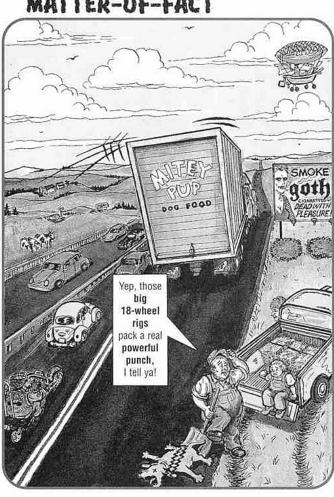
#### PRETEND NOT TO HEAR



#### CHANGE OF SUBJECT



#### MATTER-OF-FACT



You think the dog dying is bad, but that's only the start! Just wait until **I die**, and your **mother** dies and you're left all alone! That will be **REALLY** horrible!



#### **BLATANTLY DISHONEST**





Every year thousands of high school students go on the college tour circuit shopping for the educational institution that's just right for them. So, of course, colleges put on their best show, hoping to sucker you into plucking down the big tuition bucks. But how can you get past their official line of bull to find out what's really going on? Easy! Just read...

# COLLEGE TOURS TO WAR TO THE STATE OF THE STA

#### MAD REVEALS THE LIES BEHIND THE OFFICIAL SNOWJOB!

#### THE BOLDFACED LIE:

Hi, I'm Randy, and I'll be your Benningham tour guide today. I love this place so much, I've volunteered to show you around our lovely campus! I can't think of a better way to spend a Saturday morning!

#### THE HARD TRUTH:

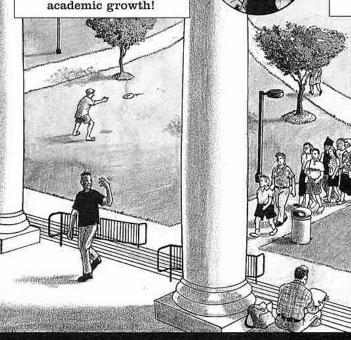
Hi, I'm Randy, and like every other student here, I hate this dump. The only reason I'm doing this is so I can put "Student Volunteer Guide" on my résumé, which looks better than "Sat Around The Frathouse, Drank Beer And Beat Up On Pledges." Believe me, I'd much rather be in bed sleeping off this %@&-ing hangover!

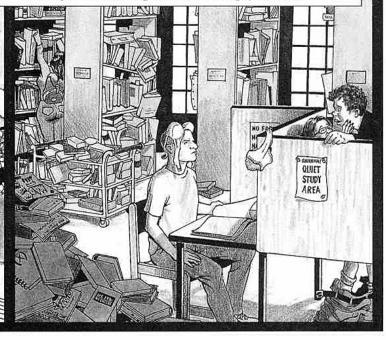


The vintage stucco building straight ahead is our main library. With over two million books, you'll find it an invaluable resource for your academic growth!



Of the two million books in our overcrowded, rundown library, only 12 of them are relevant to what you'll be studying. Of course, you won't be able to find a single one of them, because your dweeb classmates will have the exact same reading lists and will horde ALL the books you need for the entire semester. The main thing students use the library for is having sex in the empty cubicles!





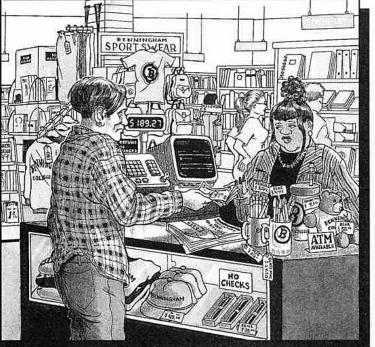
#### THE BOLDFACED LIE:

Here's our bookstore where you'll find everything you need for college life at reasonable prices!

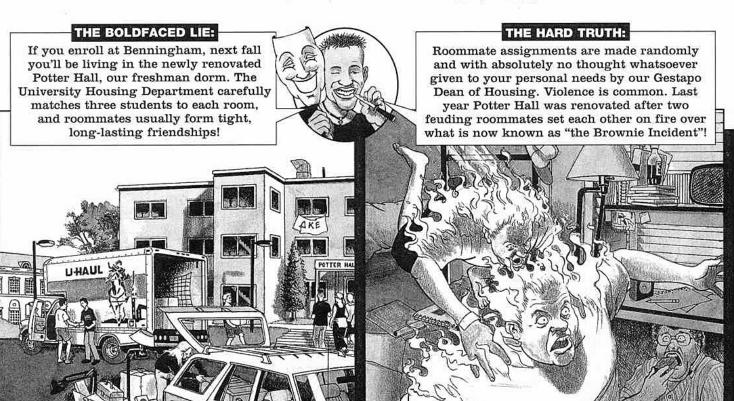
#### THE HARD TRUTH:

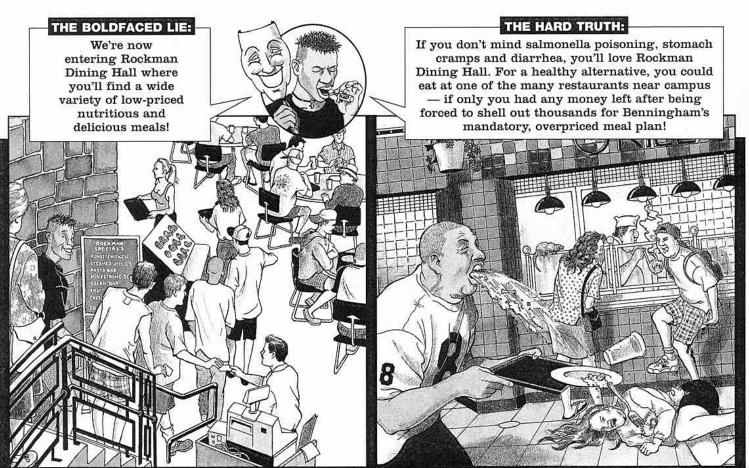
If your idea of "reasonable" is coughing up \$75 for a used, out-of-date textbook on Babylonian Agriculture, then our bookstore is the place for you! Among the essential supplies you'll need to get through college that AREN'T for sale here are rolling papers, bongs, weed, keg taps and the always important answers to upcoming final exams!

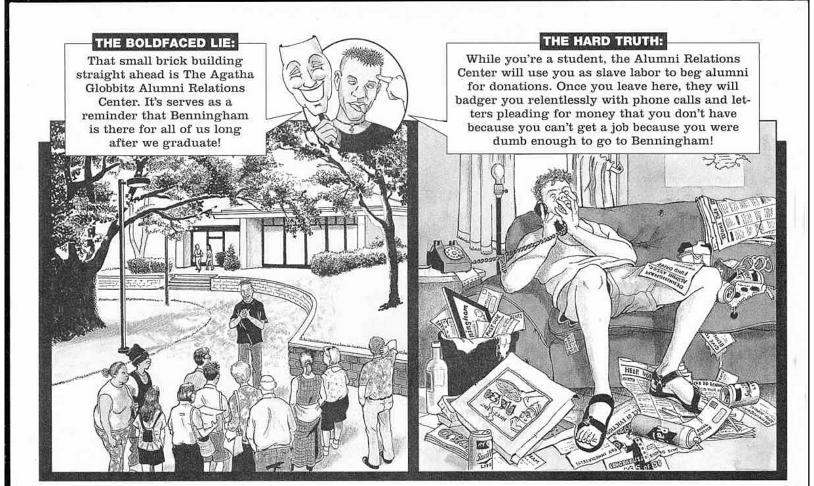


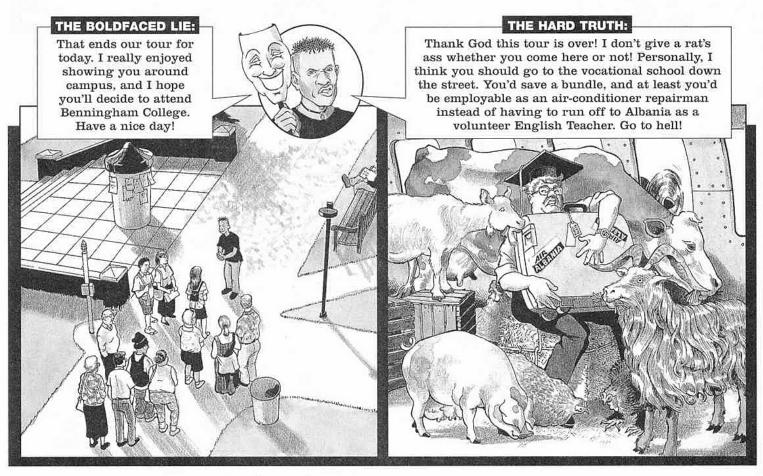












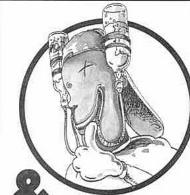






#### THE SCHMUCKS STOP HERE DEPT.

Planning a little get-together, a little soiree with a few close friends? Well, before you put on the old ascot and smoking jacket and break out the French onion dip, you best check in with those experts o'entertaining. Here's...



Allina enkins

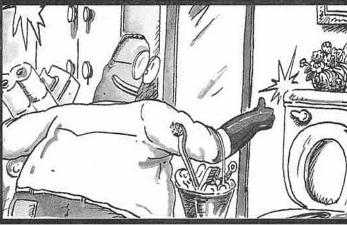
GUIDE TO HOSTING A PARTY

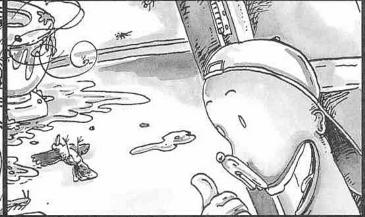
#### Jenkins

keeps his bathroom sparkling clean and well-stocked with essentials for the comfort and convenience of his guests.

#### Melvin

warns his guests: if the canary's dead, enter at your own risk!



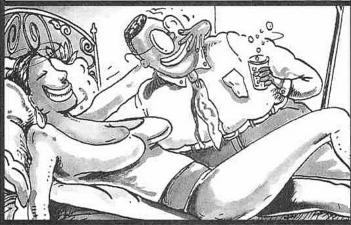


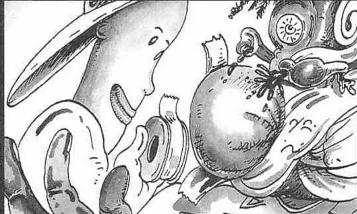
#### Jenkins

always offers any guest who has overindulged on refreshments a quiet place to lie down and some antacid medication, if needed.

#### Melvin

finds that some well-placed duct tape really helps to keep the vomit contained.



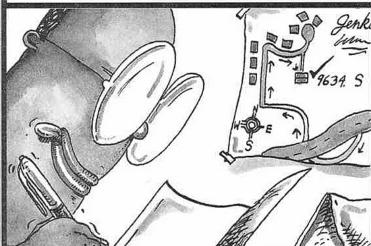


#### Jenkins

carefully prepares a detailed map of how to get to his house, and encloses it with his invitations.

#### Melvin

advises any guests who can't find his place to follow the motorcycle gangs until they come to a house where people are reenacting *Caligula* on the front lawn.





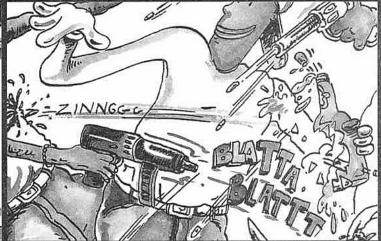
#### Jenkins

prepares his invitation list carefully to insure a compatible and interesting blend of guests.

#### Melvin

makes sure that rival gang members are invited to keep things at a fever pitch while the strippers are on their breaks.





#### Jenkins

makes it a point to visit with each and every guest and is more than happy to cater to their special needs or requests.

#### Melvin

is careful to avoid stacking passed out guests more than four deep so the ones on the bottom don't suffocate.





#### Jenkins

honors his guests' discriminating tastes by serving only the finest wines which have had adequate time to breathe at room temperature.

#### Melvin

knows that once his guests have finished all the tequila, they'll be too smashed to notice they're drinking an economical brand of paint thinner.



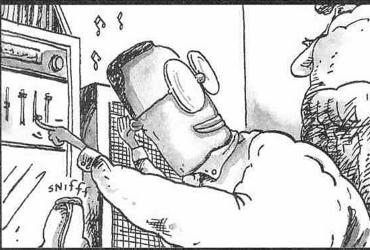


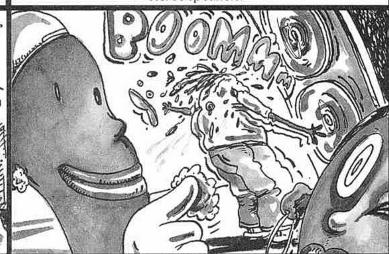
#### *Jenkins*

plays music at moderate levels to allow guests to chat without having to shout at one another.

#### Melvin

provides guests with wads of dryer lint to stem the flow of blood from their ears if they wander too close to the stereo speakers.



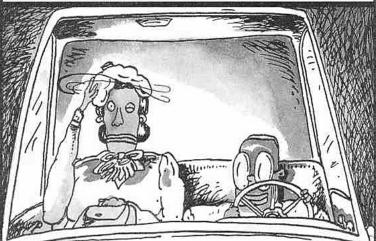


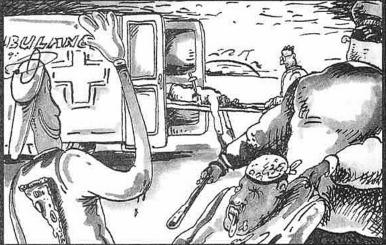
#### Jenkins

cheerfully volunteers to be the designated driver for the evening, to insure that his guests arrive home safely.

#### Melvin

never worries about his guests' means of transportation because they all end up getting hauled away in either ambulances or police cars.

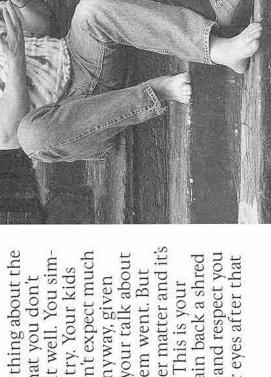




# HOW TO TALK TO YOUR VIDS ABOUT DRUGS.

about drugs. It's probably one of the most difficult Talking to your kids today. But it's a job that tasks that parents face must be done

that's another matter and it's The best thing about the have to do it well. You simprobably don't expect much how badly your talk about of the trust and respect you chance to gain back a shred lost in their eyes after that ply have to try. Your kids sex with them went. But subject is that you don't from you anyway, given in the past. This is your



# ACCEPT REBELLION.

rebellion - your child's way of telling you that they styles, ear-splitting music and the like is teenage hate you, your lifestyle, your friends and all the At the heart of it, drugs, alcohol, wild hair-

# START ANYWHERE.

extremely important if your However you get started is up to you. But what you say and how you say it is conversation with your child is to be effective.

of your friends or classmates "Do you know about any doing drugs?"

"What kind of drugs?"

and how much the dealer "Do you know where they usually buy them charges?" "How could mommy or daddy get in touch with this dealer?"

# SOME DO'S AND DON'TS.

speaking to your child is that you speak from the heart. That's crap. Society's been listening to these eggheads for Most psychologists say what's most important when

values that you hold in high esteem and have worked your entire life to achieve. This is a good thing. If teenagers are to develop any sense of self worth and superiority, there is no one better or more convenient for them to look upon with disdain and contempt than their parents.

You rebelled. They're rebelling. Problem is, you did it much more intensely and recklessly than your kids would ever dream of doing it. Which is why you have no credibility discussing topics like drugs with your kids and why they hate you so, frequently laughing at you and mocking you behind your back.

But, like we said, you have to have this talk with them about drugs so you might as well just get on with it.

# DON'T GET DISCOURAGED.

When you talk to your kids about drugs, you may think nothing is getting through to them. And you're probably right. But keep at it anyway. Nag incessantly if you have to. Your parents did it to you and now's your chance to do it to your kids and to continue this disturbing family tradition.

Sometimes it can be very awkward getting started. Most parents rarely talk to their children, and when they do it's usually about something very superficial and unimportant, like what time the mall closes or missing money from a wallet or pocketbook. To get the ball rolling, try rehearsing the conversation with your spouse beforehand. Many parents have written to tell us they found this technique very helpful. Many more parents have written to say they found a tequila shot or two right before confronting the child to be even more helpful.

years and things haven't gotten one bit better. And besides, if most parents told their kid what's really in their hearts, the kid would run out of the room screaming and be horribly, emotionally scarred for the rest of their life. Where do you think serial killers and ax murderers come from, anyway?

No, it's better if you do as little talking as possible. There's less chance to screw up and it puts more of the burden on the defensive child.

The dialogue should be open and frank. Ask your child his or her opinion about drugs. Express to your child your fears and concerns. Share with your child what it was like when you were a teen growing up, though here it's probably best if you leave out or deny any experimenting you may have had with marijuana, cocaine, hallucinogenic mushrooms, LSD and heroin.

Also, consider leaving out or denying any stories about your being expelled from school, any Grateful Dead concerts you may have gone to, waking up in a bus terminal in a pool of your own vomit, drug-related traffic accidents in which one or more of your classmates or friends were killed with you behind the wheel and that whole sevenyear Colombian "vacation" you took.

Above all, be honest.

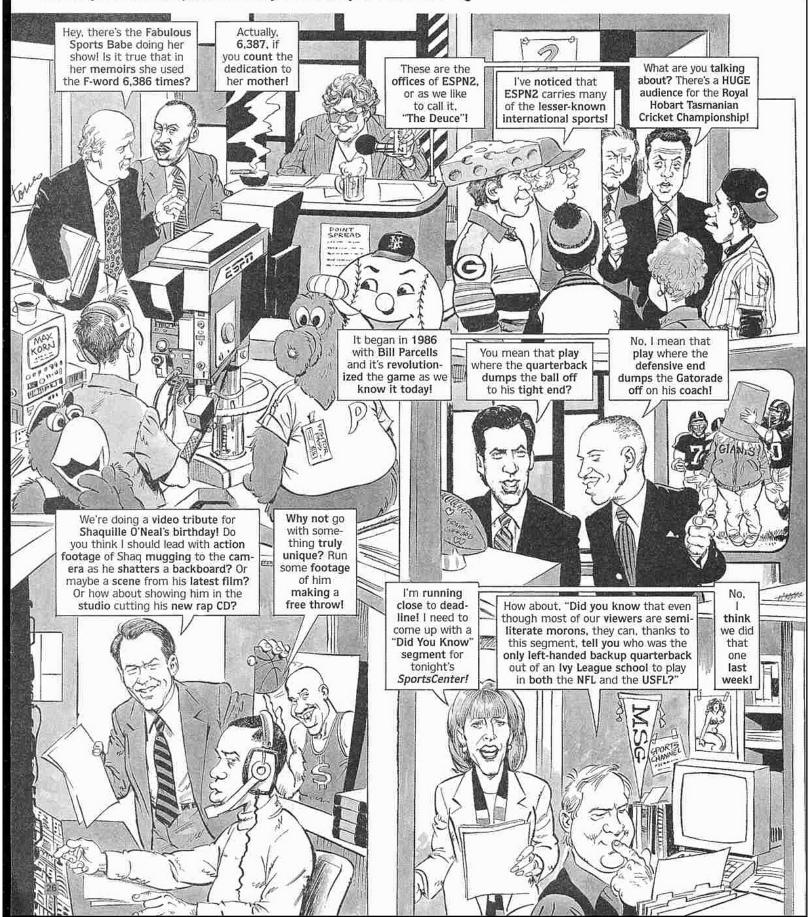
We know it isn't easy, especially with your shortterm memory problem. But it's important that you try. That your child knows how you feel. And it's probably best if, when you speak to your child, you don't do it when you're stoned.

For more information about how to talk to your kids about drugs, ask for our free book, "Do As I Say, Don't Do As I Did." Call 1-800-HIPPOCRIT.

# PARTNERSHIP FOR A DRUGGED-OUT AMERICA

Here's what we'd like to know: How does ESPN fill not one, but TWO 24-hour-a-day cable channels with interesting, exciting, fun, edge-of-your-seat sports coverage? Actually, it's a trick question. They don't! As you'll see in...

#### A MAD Peek



#### Behind the Scenes at E

ARTIST: ANGELO TORRES

WRITER: JOHN CALDWELL

This guy has no clue! He'll never be a big-time player!

Are you kidding?
He just sank a
thirty-footer at
the buzzer to clinch
his team's victory!

Yeah, but he doesn't even know which camera to run up to and make faces! He'll never get on SportsCenter!

Wow, Bill, what the heck happened to you?

Our hockey analyst Barry Melrose was trying to explain the difference between a two-minute minor and a fiveminute major penalty!

is...?
Oh,
about
nineteen
stitches!

Which

Hey, who's that guy?

That's Earl "Bobo"
Wykowsy — he was
three-time middleweight champion of
the world back
in the sixties!

Is he one of those wacky former jocks ESPN uses in their hilarious SportsCenter commercials? No, he's one of the wacky former jocks ESPN uses to clean the toilets! There's not much other work for an incoherent punch drunk pug!

I just took
a call from
a guy complaining that
we never
cover
European
Soccer!

That's ridiculous! Just last week we showed that big riot in Wembley Stadium, the gorgeous blonde streaker at a match in Berlin, the fat fan in Scotland who had his whole body painted MacGregor plaid and a clip of that Spanish announcer setting a Guinness World's Record for taking five and a half minutes to say the word "GOOOOOAAAAAAAAAAAAAAI."

Michael Jordan was on fire tonight! He filled the Pacers' defense with more holes than those

drug-dealing kids

in Pulp Fiction!

I don't want to say Coach Larry Brown was angry with his team, but he looked like Noam Chomsky on an East Timor rant! You know, those ultrahip, pseudo-intellectual references you use to end your segments are getting a little obscure! We got a hundred letters last week asking you to explain them!

So what? It's not our fault these people are morons! Yeah, but half those letters were from Dennis Miller!

MSNI



ROUND BALL SHALL S



53711

#### AND THEY CALL IT YUPPIE LOVE DEPT.

They're rich!
They're driven!
They're self-centered!
They're hopelessly neurotic,
profoundly out-of-touch
and deeply dysfunctional!
Let's walk a mile in their Gucci
shoes and meet the people of...



BMWs Only Beyond This Point





Kyle! Allyssa! Come into the living room! We're going to have an honest and loving discussion about human sexuality!

Your mother and I have decided that we don't want you learning about sex from the vague, impersonal information they give kids in health class!

And so, we've videotaped our lovemaking! After we watch the tape together, we'll have a meaningful dialogue!



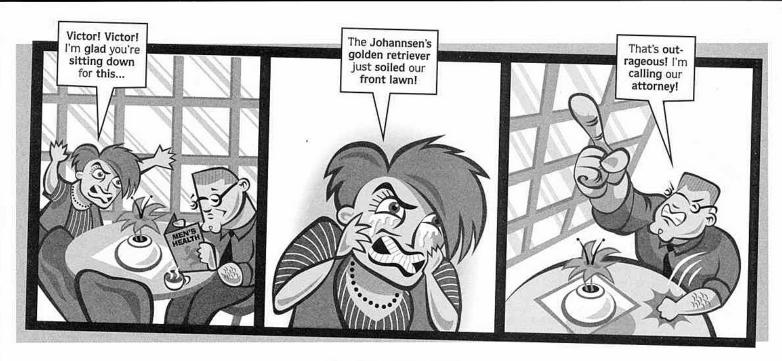






















Are you always cracking jokes?

Do your friends and co-workers think you're a "laugh riot," a "naturally funny person," a "regular Sinbad"?

Then maybe it's time you gave some serious thought to an exciting career in the world of professional television humor by enrolling in...



Don't be fooled by our imitators!

Considering Harvard? Forget it! It's a school for losers! You'd be better off going to that place Sally Struthers shills for! But if you truly want to sharpen your medulla oblongata, don't settle for anything less than

The California Institute of Comedy Writing!

We offer a variety of courses guaranteed to bring you success and fame in the professional TV humor biz!

Here's just a smattering of our curriculum:





#### WRITING FOR COMEDY SHOWS

Learn the hilarious secrets you absolutely must know to write for shows like Saturday Night Live and MAD TV! You'll learn:

How To Turn One Lame Joke Into a Recurring 10 Minute Feature a Full Length Motion Picture and a Merchandising Empire!



RITING FOR SHOWS

You think Jay, Dave and Conan come up with all those brilliant quips themselves? It takes a team of comedy experts working 18 hours a day/5 days a week to write four whole minutes of material!

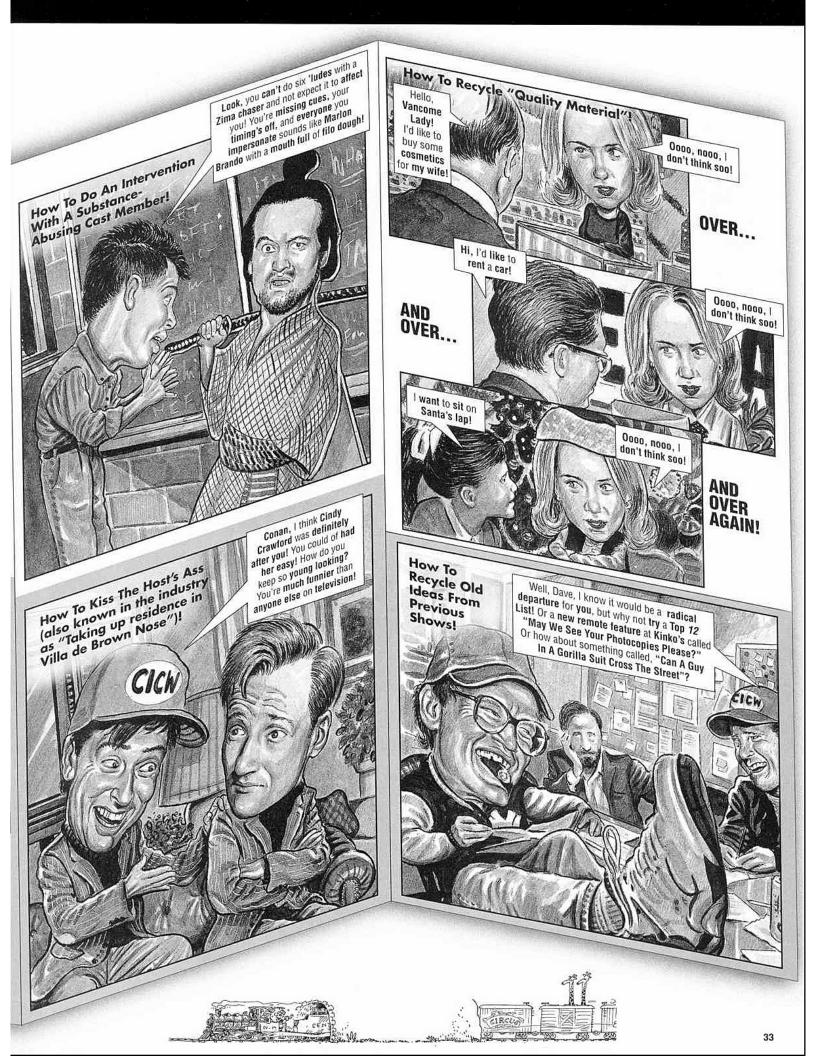
How To Mine Daily Newspapers To Inspire Original Comic Observations!

Hey Kevin, I saw in the paper that Chelsea Clinton decided to go to Stanford! That's just fine with President Clinton since Stanford is within walking distance of a McDonald's!

Hey Paul, I read in the paper that Paula Jones says when Clinton was governor he sexually harassed her by dropping his pants! But how could he have dropped his pants when his hands were full of French fries from McDonald's!

Hey Andy, today's paper says Bill Clinton bought of Web Hubbell by offering him a high-paying consulting job! Web's lucky! | figured Clinton would have gotten him a





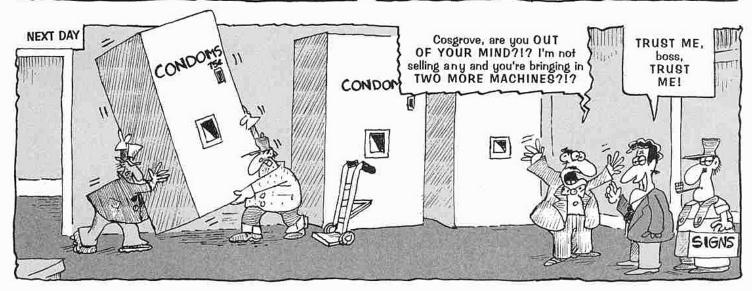


#### TALES FROM the DUCK SIDE

### TIREE DAYS OF THE CONDOM











SERGE-IN GENERAL DEPT.

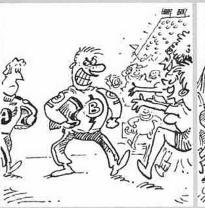
## AND LOOKATO

ARTIST AND WRITER: SERGIO ARAGONES



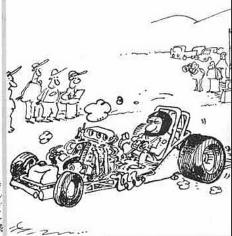


















## DAG DAG

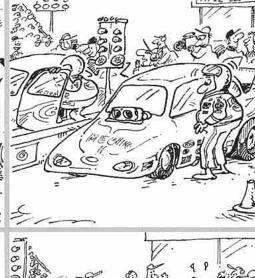










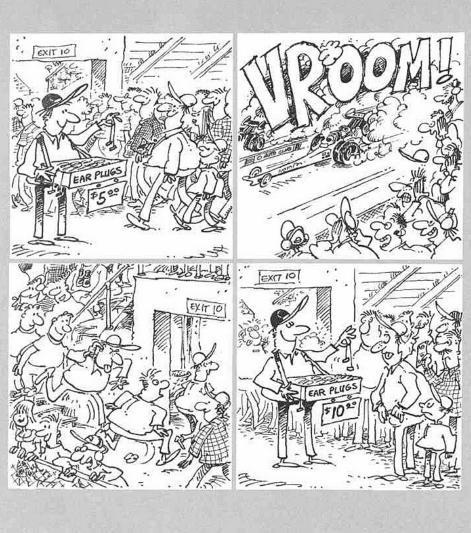


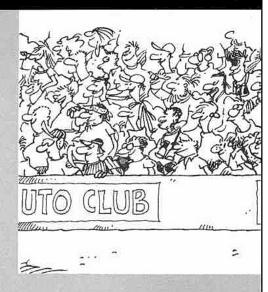






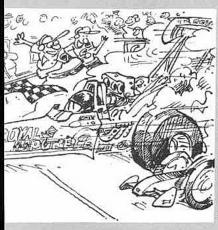








S. W. Come II.



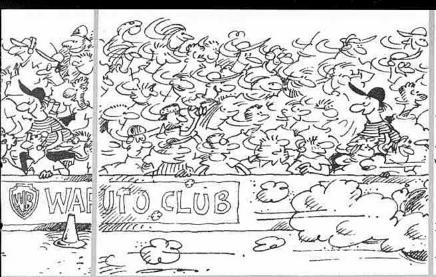


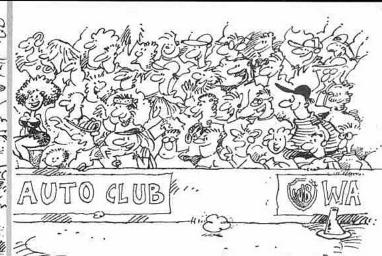














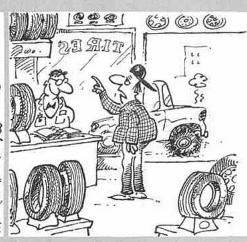


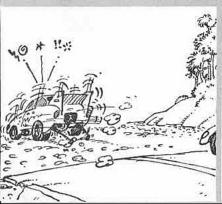


















Every weekend millions of Americans pick up power tools and begin demolishing their homes. They're all operating under the twisted delusion that home remodeling is a snap...a breeze...an easy, problem-free way to increase the value of their home that virtually anyone can do in their spare time. Where would they get such a preposterous notion? Mainly from watching one of those dumb home improvement shows like...

Hi, this is Bob
Villa with another
installment of
Home Aghast, the
show where we do
three months of
home renovation
in 28 minutes,
without ever
screwing
up anything!

I'm Abnorm from
New Cranky
Workshop!
The real reason
you never see ol'
Bob screw up is
because he's a
helluva lot better
film editor than
he is a construction
expert!

I'm Mean and she's
Roffin from
Groan Time!
We work even
faster than Bob
on our show!
Last week we built
a 45-story office
building in 27
minutes! But only
the building!

Yeah, it took another 27 minutes to add electric, plumbing. elevators and 45 floors of carpeting and furniture! I'm Grieve Thomas, host of This Old Sawhorse! Sears Craftsman Tools hired Bob and gave him a syndicated show and big bucks! I inherited his old "on the cheap" PBS show! I wish some huge company would give me an endorsement contract and show of my own! What does Bob have that I don't, except maybe a personality! And a dash of charm, a pinch of wit and a sprinkle of knowledge — Hey, maybe my fortune lies in hosting a cooking show!





#### BOB VILLA'S HOME AGHAST

On today's show, we keep it simple as we convert an old church to a new supermarket, pave over a forest, make a front porch out of solid granite and visit historic Levittown! Then, in the second half of the show, we'll see how sawdust is manufactured and how to build a very small swimming pool in an old Chevy convertible!



ARTIST: SAM VIVIANO WRITER: DICK DEBARTOLO

We're in historic Levittown, at the former church known as Our Lady of Perpetual Repair Bills! Carl, why did you decide to convert an old church to a supermarket, instead of building one from scratch? For openers, Bob, the foundation seemed strong and the plumbing was fixable! Also I'm of a different denomination, so gutting their church was a real treat for me!



This old church was constructed totally of wood! I see a lot of termite damage! That calls for special measures, doesn't it?

Sure! It calls for ten coats of cover-all paint! We need a thick enough coat to cover the termite damage until the check for this renovation clears and I'm in another state, working under a different name!

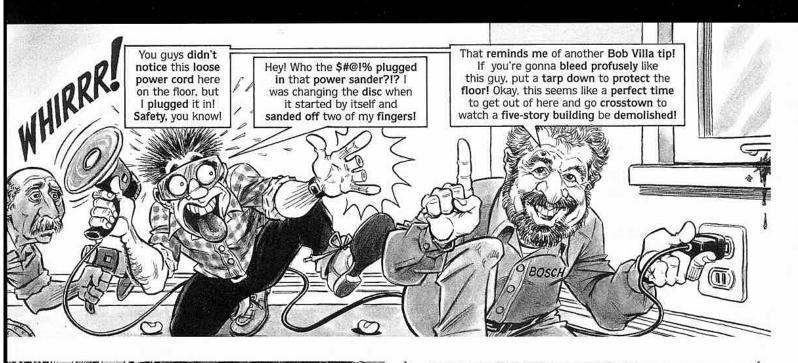


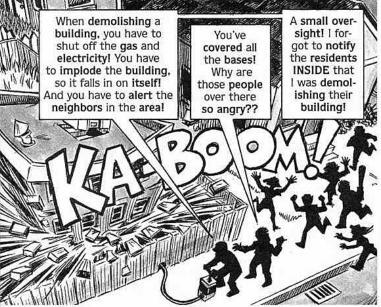
Bob, back here we have trees and birds and a running brook! And you know what that means!

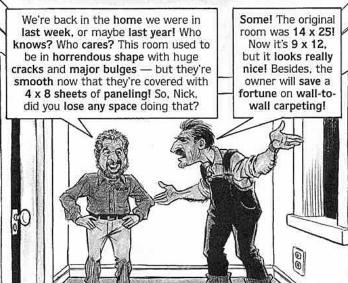
I do! Great shade, birds chirping and the soothing sound of water! No, it means falling leaves, bird droppings and a flooded basement! That's why we're paving over everything!

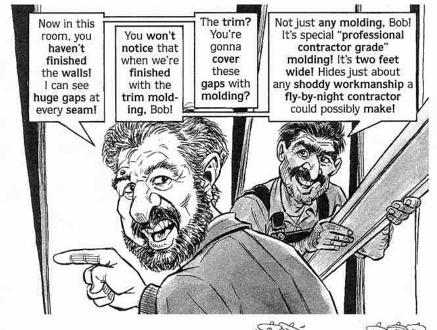
But paving everything over doesn't seem right! What about natural beauty? Have you ever looked at cement at sunset? It's breathtaking when the sun's rays pick up the golden flecks of imperfections in the mix! I get choked up just talking about it!

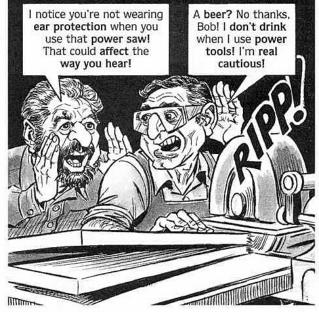




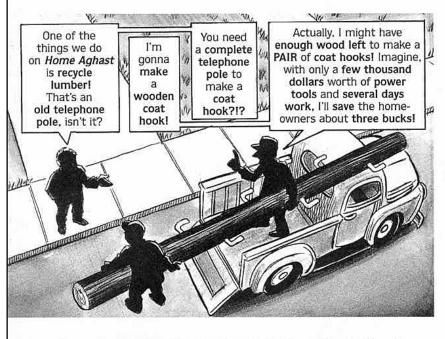






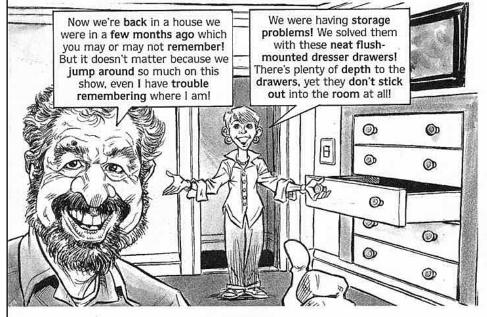


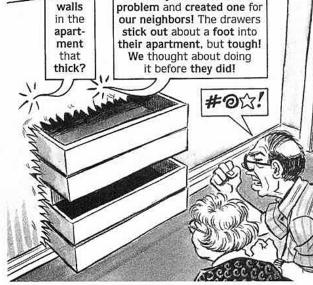




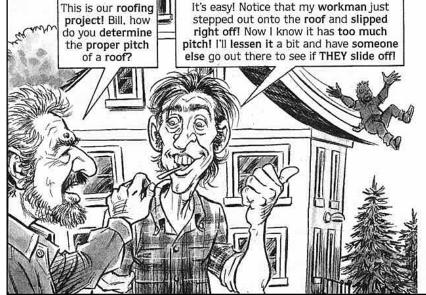


Are the





Not really! So it solved our









Ailieeeee! Hide the kids! Batten down the hatches! Run for your lives! They're back! Here come the dorks, morons and nerds whose yellow teeth and zit-covered faces fill the rogues' gallery of dweebs we call MAD's...

# the rogues' gallery of dweebs we call MAD's... THE COLOR TOTAL TEST COLOR VOLUME III



ARTIST: TOM BUNK WRITER: SEAN EISENPORTH

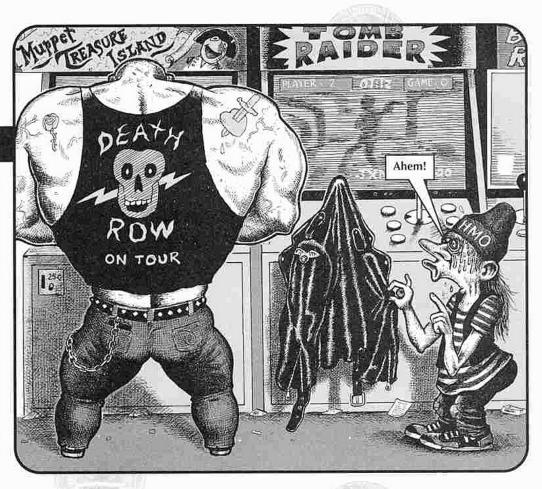
#### THE REFLECTOR

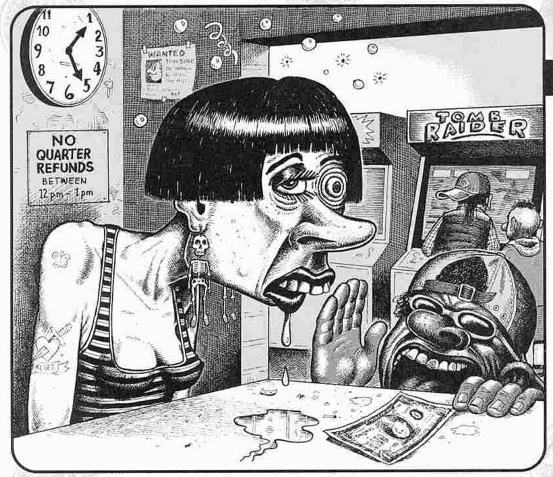
The one thing that arcade players fear most is the dreaded Reflector in their video game screens. Hovering close, staring over their shoulders like some anal-retentive math teacher, this clueless turd is completely unaware of his highly annoying and intrusive presence!

#### Video Arcade Personalities

#### The Coat-Hanger

Beware The Coat-Hanger!
This big gooch deliberately
hangs his jacket on the
joystick of the game
next to him hoping that
someone will ask him to
remove it. The instant the
request is made, The CoatHanger takes it as his cue
to perform radical dental
alterations with his steeltoe boots on the poor
schmuck who asked him!



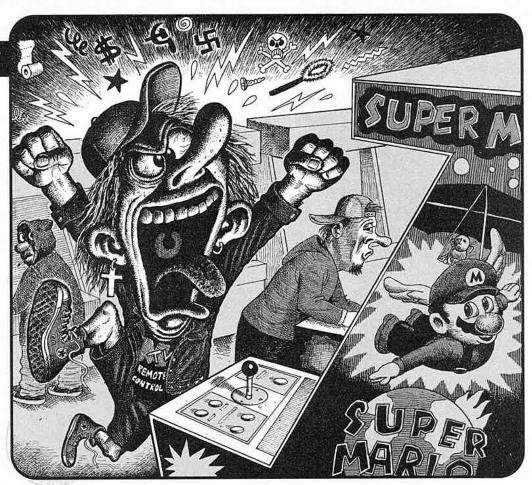


#### THE LIVING DEAD

She's got no pulse! She's got about as much brain wave activity as a Twinkie! She is The Living Dead! Hey, you'd turn into a mindless, drooling zombie too if the entire purpose of your failed and bleak life was to hand out change all day to a perpetual parade of illiterate, unwashed freaks!

#### THE CURSOR

You can't always see The Cursor, but you can always hear him! This profane pinhead feels compelled to make his fury known to everyone in the arcade! And the comedic irony of it all is that no matter how much he is enraged by any one particular game, he continues to plop quarters into it! Sheesh! Talk about your pathetic codependent relationships!





# NO NO NO! Ya hafta hit the "kick" and "defense" buttons at the same time, then go @@@@@@@@@@ to do the INVERTED CARTWHEEL ROUND-HOUSE POWER KICK OF DEATH!!

#### THE ADVISOR

The Advisor runs around the arcade spewing his unsolicited advice to many a captive audience. This well-meaning but utterly misquided cretin has made it his life's mission to correct any and all game-playing errors he sees. He has to somehow occupy his time — ever since the editors of the video game magazines stopped printing his obnoxious letters!

## MAD'S CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest stars is going to sign off for the last time!

THIS MONTH'S FUTURE AUTOPSY RECIPIENT:



#### DAVID LETTERMAN

## Gunned down by a competent female stalker 3:1 Struck in head by canned ham thrown back from bored audience 5:1 Stupid Pet Trick gone horribly wrong 6:1 Slain by a jealous Mujibur (upset over Sirajul getting more air time) 7:1 Head-on collision while on car phone being

Top Ten Reasons My Ratings Are Trailing Who's The Boss Reruns

Top Ten Jokes I Repeat Ad Nauseam

asked to host the Academy Awards again

ARTIST: HERMANN MEJIA

Stants le Regularit

WRITER: MIKE SNIDER

Top Ten Ways I've

5,499,267:1

IN WHAT STAR-STUDDED AREA **HAVE SCIENTISTS BEEN UNABLE TO FIND ANY SIGNS OF INTELLIGENT LIFE?** 

#### HERE WE GO WITH ANOTHER RIDICULOUS

Scientists have always flirted with the idea that other life forms exist outside of Earth, but no firm evidence has ever been produced. There is one place that scientists have studied extensively, each time reaching the same conclusion. To find out where this search for intelligent life has gone unfulfilled, fold page in as shown.



A

FOLD THIS SECTION OVER LEFT FOLD BACK SO "A" MEETS "B"



PLANNED SEARCHES FOR INTELLIGENT LIFE HAVE MET HONEST FAILURE SO FAR. REGARDLESS OF THE BALLY-HOO BY PUBLIC RELATIONS SPIN-MEISTERS **WORKING OVERTIME, RESULTS HAVE NOT BEEN GOOD** 



ARTIST AND WRITER: AL JAFFEE





